

Googie



The Googie style first emerged in the United States in Los Angeles after WW II and was popular in Los Angeles into the late 1960s.

The term Googie was given to describe a dynamic style of modern architecture that first appeared in Los Angeles in the late nineteen forties and early nineteen fifties. Googie was named for a coffee shop called "Googie's" that was built in 1949 at the southeast corner of Sunset Blvd. & Crescent Heights.



The buildings most associated with Googie are car-oriented, commercial and popular: coffee shops, car washes, bowling centers and other retail establishments that emerged along the commercial strips of 1950s and 60s America. This was Modern architecture uniquely adapted to the needs of the post war automobile environment and the suburban development it fostered.

Characteristics of the style include: large exaggerated and angled roofs that extend over plate glass walls; abstracted geometric plans and site specific themes; the integration of natural and new synthetic materials such as stone walls and poured in place Terrazzo floors, plate glass, plastic resin and fiberglass; porte cocheres and other adaptations to the auto; the use of subtropical landscaping such as yuccas and sego palms in planters of crushed rock illuminated by multi-colored lighting schemes; and large pole or pylon signs that are integrated into the roofline or building with bold lettering in neon or back lit plastic.



Features of the Googie style are often mixed with other interpretations of post-World War II commercial modern, space age modern and sometimes exotic themes such as Tiki or Polynesian.

Googie - Common character defining features

Windows (pg. 107)	Entryways (pg. 102)	Roofs (pg. 110)
<ul style="list-style-type: none"> ▪ Large fixed pane ▪ Floor to ceiling fixed "walls of glass" ▪ Louvered ▪ Clerestory ▪ No decorative moldings or framing 	<ul style="list-style-type: none"> ▪ Defined by extending roof plane or canopy ▪ Plate Glass 	<ul style="list-style-type: none"> ▪ Broad extended roofs with exposed beams ▪ Flat or gently pitched ▪ Folded plate
Building Materials (pg. 114)	Other	
<ul style="list-style-type: none"> ▪ Stucco ▪ Concrete ▪ Brick ▪ Wood 	<ul style="list-style-type: none"> ▪ Distinctive signage ▪ Synthetic materials ▪ Bold Color schemes ▪ Thematic motifs 	

Notes on styles section:

This text may be customized to include information related to this architectural style that is unique to your HPOZ. Although you may use an alternate approach, you may wish to review the recommended five paragraph approach towards writing this section as outlined below:

- The first paragraph contains an overview of the period of development of the style. You might want to include information about the dates such styles were popular regionally and more specifically within your HPOZ.
- The second paragraph contains background information about the style's development. It may include a description of the origin of the style and its relationship to other contemporary movements.
- The third paragraph includes information on the identifying hallmarks of the style. This is where you describe the main components of this style that differentiate it from others.
- You may wish to add a fourth paragraph to detail more specific examples of this style within your HPOZ, including a discussion of any prominent local architects who worked in this style. Other related information regarding your local HPOZ could be added. This paragraph will most likely be unique to your HPOZ only.
- The last paragraph discusses the styles with which this style is commonly found mixed. It is important to illustrate how styles are not necessarily exclusive of each other, and that elements of many different different styles may be found a single structure.

Additional graphics:



Suggested graphics are included to help illustrate the text. They may be replaced or augmented by the graphics to the right, or you may wish to substitute local photos or other graphics illustrating buildings or styles within your HPOZ.

The chart to the left contains information to help identify buildings of this style in the community. There may be additional unique locally occurring features that characterize this style in your neighborhood which you may wish to add.